Program

UNION SQUARE CENTENNIAL

1832-1932

UNION SQUARE PARK, NEW YORK CITY
SATURDAY, APRIL 23, 1932

FROM THE PRESIDENT OF THE UNITED STATES

THE WHITE HOUSE
WASHINGTON

April 19, 1932.

My dear Mr. Plyer:

I am interested to learn of the celebration of the centennial of the official opening of Union Square as a public park by the City Council of New York, because of my firm belief in the value of preserving historical traditions as a stimulus to local pride in community progress. The historical interest of the park, running far back of the formal dedication of 100 years ago, and its evolution through residential and retail business uses to its present importance as a centre of industry, finance and commerce, give it a distinctive quality deserving commemoration. I congratulate your committee, and the business interests which it represents, upon this successful celebration of a significant occasion.

Yours faithfully,

Herbert Hoover

Mr. A. M. Plyer, Chairman,
Union Square Centennial Committee,
Everett Building,
45 East 17th Street,
New York City.

Ex Libris

SEYMOUR DURST

UNION SQUARE DRESSED UP FOR ITS ONE HUNDREDTH BIRTHDAY

APPRECIATION

In behalf of the Union Square Centennial Celebration Citizens' Committee the Chairman takes this opportunity to express his appreciation of the helpful cooperation in arranging the details of the celebration afforded by Mr. George F. Mand, Treasurer of the Mayor's Committee, the late Major William F. Deegan, Mr. Edward J. McCullen, Secretary of the Tammany Society, the Hon. George B. Cortelyou, President of the Consolidated Gas Company, Mr. Joseph E. Kean, Secretary of the Central Mercantile Association, Mr. Henry Obermeyer, of the Consolidated Gas Company, Mr. Robert Gale, of the Edison Company, Mr. David R. Kasanof of S. Klein, and to all members of the Committee and its sub-committees who have labored so long and earnestly, especially Mr. S. Klein.

The Chairman also wishes to particularly commend the unusual services of Mr. John W. Smith, Executive Director of the Celebration, who, in conjunction with Louis Popkin, drew attention to the historic date we are celebrating and made possible the wide publicity Union Square has received.

The Committee also wishes to acknowledge the splendid cooperation given by the daily press of New York City and the Metropolitan district, and to thank Mme. Eda Kroitzsch, noted concert soprano, and Mr. Stuart Ross, accompanist, who have so generously contributed their services.

Our gratitude is also extended to Mr. Edward C. Zabriskie, principal, and the pupils of the Washington Irving High School, and to the military and patriotic organizations which have contributed the services of their members to the military and pageant program, including the Veterans of Foreign Wars, the Tammany Society, New York Police Department, the Boy Scout Foundation of Greater New York, the Salvation Army, the New York Boys' Naval Brigade, the 16th U. S. Infantry, the 244th Coast Artillery and the 107th Infantry (Seventh Regiment), New York National Guard, the New York Naval Militia, and the Sanitation and Police Department Bands.

In conclusion I wish to express the Committee's especial obligation to the distinguished public officials and other gentlemen who by their addresses on this occasion have made it memorable in the hundred years of the proud history of Union Square.

It is the hope and belief of the Committee that this celebration of Union Square's Centennial will serve not only to emphasize its past and present importance in the minds and affections of the citizens of New York but will cause this locality to go forward to a niche of even greater significance and prosperity in the future of the city and that it will continue at all times to represent the truest aspects of American sentiment and ideals.

A. M. PLYER
Chairman

CITY OF NEW YORK
OFFICE OF THE MAYOR

P R O C L A M A T I O N

To the Citizens of the City of New York:

One hundred years ago next Tuesday, April 5th, the City Council of New York City, under an act of the Legislature passed that day, formally opened that section of the City between 10th and 17th Streets as "Union Square", by which name it has been known ever since.

Up to that time it was known as Union Park from the fact that it formed the junction of a number of streets among which were the Bowery and Bloomingdale Road, now Broadway.

I am glad to know that the Union Square Centennial Committee has planned to observe this historic and important occasion and in conjunction with the owners of property fronting on Union Square and other citizens has arranged ceremonies appropriate for this important occasion. At the request of the Committee I join in urging those who have buildings fronting this splendid Square to decorate suitably their premises for the entire period of the Celebration which is from April 5th to 23rd when a historic, civic and military pageant will conclude the Centennial observances with a great Americanization meeting.

Every citizen in New York should have the proper pride in the part played by Union Square in the City's development and by emphasizing the historical importance of the Square we emphasize the best of American traditions.

At this time, particularly, we can do nothing more helpful to ourselves than to reawaken the spirit of those early pioneers of every race and religion who, from Revolutionary times down to our own days, were associated in one way or another with the development of this great City as it is centered about this historical spot.

IN WITNESS WHEREOF, I have hereunto set my hand and caused the Seal of the City of New York to be affixed this 31st day of March, One thousand nine hundred and thirty-two.

James J. Walker

By the Mayor.

Thomas M. Farrell
Secretary to the Mayor.

PROGRAM OF EXERCISES
in Union Square Park
SATURDAY, APRIL 23, 1932
10 A. M. to 5 P. M.

10:00—11:00 a.m.
Dedication of new bandstand with concert by Band of the Sanitation Department of the City of New York, James Cunningham, Bandmaster.

11:00 a.m.—12:00 noon
Massed Chorus
Pupils of the Washington Irving High School in patriotic songs.

12:00 noon—1:00 p.m.
Americanization Meeting
A. M. Plyer, Chairman
Citizens' Committee, Union Square Centennial Committee.
Invocation
Rt. Rev. Msgr. George T. Waring, American National Shrine of St. Anne.
"America"
Mme. Eda Kroitzsch, Soprano, accompanied by Sanitation Department Band.
Address
His Honor James J. Walker, Mayor of the City of New York.
Address
Hon. Alfred E. Smith, former Governor of the State of New York.
"The Star Spangled Banner"
Mme. Eda Kroitzsch.
Benediction
The Rev. Worcester Perkins, Rector, Church of the Holy Communion.

1:00—2:30 p.m.
Concert
Band of the New York Police Department, Fritz Forsch, Bandmaster.
Grand Stand in 17th Street.

2:30—4:15 p.m.
Parade, Pageant and Military maneuvers participated in by:
16th U. S. Infantry, Col. W. W. McCammon, commanding, Guard Mount.
244th Coast Artillery, New York National Guard, Col. Lewis M. Thiery, commanding, Evening Parade.
New York Police Department Contingents.
Members of the Tammany Society.
Boy Scout Foundation of Greater New York.
New York Boys' Naval Brigade.
The Salvation Army.
New York Naval Militia.
Deputy Chief Police Inspector John J. Noonan, Grand Marshal.
An exhibition drill by the rookies of the Police Academy in the art of handling a pistol and disarming prisoners.
Following the conclusion of the parade, an exhibition drill by a company of the Police Rifle Regiment in riot drill and formation.

4:15—5:00 p.m.
In Union Square Park
Veterans of Foreign Wars
Americanization Program
Parade from Madison Square to Union Square, Col. Henry B. Fairbanks, Grand Marshal.
Address—Darold D. DeCoe, Commander-in-Chief.
Address—Rear Admiral Robert E. Coontz, U.S.N. retired, Senior Vice Commander.
Address—Captain Walter J. Joyce, National Patriotic Instructor.
Address—James E. Van Zandt, Jr., Vice Commander-in-Chief.
Massing of the Colors.
Evening Parade.
Lowering of the Flag by Color Guard.
Taps.

UNION SQUARE CENTENNIAL LUNCHEON

Saturday, April 23, 1932, at One p.m.

On the site of the old Hotel America
10 Union Square, East

PROGRAM

HON. GEORGE B. CORTELYOU, Toastmaster

Music by String Orchestra and Glee Club, Washington Irving High School

"The Star Spangled Banner"	Mme. Eda Kroitzsch, soprano Stuart Ross, accompanist Knabe pianos used by courtesy of William Knabe and Co.
Invocation	Rabbi William F. Rosenblum, Temple Israel
Address	His Honor James J. Walker, Mayor of the City of New York
Address	Hon. Alfred E. Smith, Former Governor of the State of New York
Address	Dr. Frederick B. Robinson, President of the College of the City of New York.
Benediction	Rt. Rev. Msgr. George J. Waring, Rector of the American National Shrine of St. Anne
"Auld Lang Syne"	Mme. Eda Kroitzsch, soprano Stuart Ross, accompanist

A. M. PLYER, Chairman

The Committee wishes to acknowledge with gratitude its indebtedness to Mr. S. Klein, who has contributed his restaurant for the Union Square Centennial Luncheon and who is the host to the Committee and its guests.

REPRESENTATIVES OF THE TAMMANY SOCIETY APPEARING IN COSTUME

Gov. 1832 Enos T. Throop
by John Morris
Master Bernard Curry

Mayor 1832 Walter Bowne
by Edward T. Ryan
Master Robert Marcato
Miss Dorothy E. McCullen

Washington Irving
by Frederick W. Sperling
Miss Ethel Louise Wright

Chief St. Tammany
by Frank W. Smith

Indian Aides
John Ambrose Thompson
John E. Walpole
Hugo E. Rogers
Elmer A. Rogers

Grand Sachem 1832 Robert B. Boyd
by William J. O'Shaughnessy

Sachems—1832
by Edward W. Rybicki
Frank X. Pettit
David Friedland
Lester W. Easton
Raymond Fitzgerald
Moses Sneudaira
Thomas Tynan
James G. Wallace
Frederick Johnson
William Rapp
James J. Rice
Hulon Capshaw
George W. Beal

1832 - ONE HUNDRED YEARS OF UNION SQUARE - 1932

UNION SQUARE IN 1832

The historical background of the Union Square Centennial, celebrated to-day, is verified, among other authoritative sources, in the Iconography of Manhattan Island by I. N. Phelps Stokes in the New York Public Library. This volume shows that the origin of the name goes back to 1808 when the section from Tenth to Seventeenth Streets was known as Union Park.

The name "Union" in connection with this locality was undoubtedly derived from the fact that it formed the junction of several streets, including the Bowery and Bloomingdale Road, now known as Broadway.

On April 23, 1831, the City Council took steps to acquire the land for park purposes and its boundaries were changed from time to time until, on April 5, 1832, the State Legislature passed an enabling act for the enlargement of the space to be so acquired and, on the same date, April 5, 1832, the City Council formally opened this section as Union Square.

The purpose of to-day's celebration is three-fold.

1. To call the attention of the citizens of the City of New York to the historical importance of Union Square, dating back to Revolutionary times and up to the present date.

2. To call the attention of the citizens of New York to the present significance of Union Square as a center of industry, finance and commerce and its strategic value as the traffic hub of the entire borough of Manhattan, as well as of the city as a whole.

3. To impress upon the minds of the New York public that Union Square, by reason of its rich historical background, is the center of true Americanism in the fullest sense of the word.

The celebration has been prompted purely from civic and patriotic motives and has no political or commercial incentives.

For this reason the cooperation of all the interests centering about Union Square has been secured and the public of the entire city has joined in the observance of this occasion affecting one of the most widely known and important geographical and business centers in the entire city of New York.

CHRONOLOGICAL HISTORY OF UNION SQUARE

1831—Union Place property owners began to agitate for an improvement on the street plan so far as Union Place was concerned, and the Common Council took steps on April 23rd to acquire the land for park purposes.

1832—On April 5th the State Legislature passed an enabling act for the enlargement of Union Place, and on the same day the Common Council formally opened that section as Union Square, or Union Park, as it was known for some time to come.

1842—Union Square was first used as a reviewing "spot" for parades by Governor Seward.

1844—Cornelius Roosevelt, father of the late President Theodore Roosevelt, built his residence at what is now 14th Street and Broadway.

1845—Union Square had become the fashionable residence center, and lots for building purposes were selling at that time for $5,000. each.

1856—On July 4th the residents of Union Square unveiled the heroic equestrian statue of George Washington on the very spot where he was received in Revolutionary times.

1860—The Prince of Wales was tendered a ball by New York society at the Academy of Music, causing the Square to be jammed with the greatest collection of carriages and equipages ever gathered in one place on this side of the Atlantic.

1861—One hundred thousand New York citizens thronged the Square at a mass meeting to protest against the firing on Fort Sumter. John A. Dix presided at this meeting and among the Vice-Presidents of the meeting were Peter Cooper and John Jacob Astor. A short while after this meeting, the Union League Club was founded and opened its first building on Union Square.

1862—On July 15th New York citizenry again gathered on the Square to demonstrate to President Abraham Lincoln their continued support of the Union.

1865—At the close of the Civil War, a great mass meeting was held on the Square to celebrate the victory of the North against the South.

1866—The Lincoln statue, for which the Union League Club had raised funds by public subscription, was dedicated.

1870—Tiffany's located on Union Square and remained there until 1905.

1871—The first skyscraper of New York was built on the site formerly occupied by the Roosevelts, for the Domestic Sewing Machine Company, and that same year saw the opening of the Union Square theatre.

1875—At the beginning of this year Union Square became the favorite promenade of fashionable ladies in search of styles.

1876—The city accepted Bartholdi's statue of Lafayette, a gift from the French residents in appreciation of American sympathy during the Franco-Prussian War.

1898—During the Spanish-American War, Union Square was turned into a popular recruiting ground, and during the World War was occupied by the wooden S.S. Volunteer which was erected there as an aid to recruiting.

1930—On July 4th, the Liberty flag pole, at the base of which there is a bronze replica of the Declaration of Independence, was erected in the center of the park.

1932—On April 23 the Union Square Centennial Committee celebrated the 100th anniversary of Union Square.

CENTENNIAL CELEBRATION GUESTS

The guests named herein represent acceptances of the Committee's invitation up to the time this program went to press.

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EDWIN LEX BACON
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R. F. CARTWRIGHT
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JUDGE CORNELIUS F. COLLINS
DEAN GEORGE R. COLLINS
GEORGE S. COLLINS
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GEORGE B. CORTELYOU
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FIRE COMMNR. JOHN J. DORMAN
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VICTOR ECKSTEIN
SUPT. OF BLDGS. SAMUEL FASSLER
EUGENE FILTEAU
DR. JOHN H. FINLEY
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JUDGE JOHN J. FRESCHI
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ESTABLISHED SINCE 1876

"UNION SQUARE"

Dedicated to the Union Square Centennial Committee

Lyrics by LEW NEMERSON Music by LARRY LOWY

New York, New York, once more turns to the Square
As child turns to mother
Thankful for all that she learned there.

Chorus

Union Square, Union Square, the town was cradled there
New York owes her heart and New York owes her real start to Union Square
That is where they smile away their tears
That spirit is one that will steer it another hundred years

GINESTA BOOKBINDING N. Y. C.